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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 23 titles deal with a variety of topics, including the following: the rhetoric of various reformers and reform groups; speech disorganization and information retention, credibility, and attitude; the concurring and dissenting opinions of United States Supreme Court Justices William O. Douglas and Hugo Black on the question of obscenity; major party presidential nominee acceptance speeches; fantasy theme analysis of Negro spirituals; images and issues in political persuasion; the rhetoric of United States Catholicism on the Spanish Civil War; Shakespeare's use of dramatic vows, and the rhetorical functions of vows; Supreme Court Justice Thurgood Marshall's speeches on equality and justice under the law; the role of humor in John F. Kennedy's presidential campaign; universal appeals used by charismatic leaders; the rhetoric of Bob Dylan; militant women for economic justice; the effects of a political event on the political socialization process; confrontational and "media event" discourse; and the political speaking of Oscar Branch Colquitt. (FL)

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THE RHETORIC OF REGENERATION BY THE MINERS FOR DEMOCRACY Order No. 7917462

BEESON, Lillian Lenore, Ph.D. University of Pittsburgh, 1978. 364pp.

The Rhetoric of Regeneration By the Miners For Democracy is a rhetorical study of how the reformers within the UMWA gained power. The dissertation analyzes both the 1969 and 1972 campaigns with emphasis upon the tactics that Joseph A. "Jock" Yablonski and the MFD candidates used to defeat W. A. "Tony" Boyle and to democratize the UMWA. Special problems relating to the credibility of the various candidates were addressed.

Since President Boyle owned the political machinery of the UMWA, Yablonski had to appeal to the courts, the labor department, and other agencies outside the union to even obtain membership lists from the union. Boyle responded to all of Yablonski's charges with the accusation that Yablonski was controlled by "Outsiders." The courts became the most effective setting for Yablonski to "debate" Boyle. Joseph L. Rauh, Yablonski's legal counsel, prepared case after case to combat Boyle's defense mechanisms which were 1) denial that Yablonski was a "bona fide" candidate 2) obstruction of Yablonski's campaign through the use of his ladder of lieutenants in the union, and 3) elimination of any possibility Yablonski could win which meant not only tampering with ballots and tallies but the ultimate act to silence the challenger--murder.

Five federal agencies were drawn into the UMW controversy because the tempest was too ominous to be contained. The Government became the number one "outsider" when the Labor Department overturned the 1969 election and ordered that a new one be held under the Secretary's supervision.

The M.F.D. were recognized by the Supreme Court as a legitimate group and allowed to enter the election suit with Mike Trbovich as Intervenor. The reform group had been the target of political harrassment as Boyle charged them with "dual unionism." They continued Yablonski's battle to 1) prove that Boyle was corrupt 2) prove that one of them could lead the reformed union.

The political maneuvers were inseparable from the legal ones. The murder trials, the Labor Department investigations and the health and safety hearings revealed that indeed the UMWA had become an "island of tyranny" and neglect.

The research methodology included content analysis of official publications of the UMWA; Boyle's statements i.e. press conferences, speeches, journal articles; also fugitive material from the campaign trail, and government and courtroom transcripts which include both Boyle's and the rebels' statements. Personal interviews with various leaders in the movement were conducted. Secondary sources included periodical literature and the barrage of books following the murder of Yablonski. The time frame is primarily from 1969 to 1972, however, history from the Lewis-Boyle years is included.

The study was conducted in District Five where Yablonski lived and was well known. The rhetoric was "extremely robust" marked by character assassination, guilt by association and promises of a political renewal of Democracy were instituted once autonomy returned to the districts. Ironically the more reforms the rebels demanded, the greater their task would become when they gained power. The question which the study addresses is: By what means did the MFD establish their credibility and persuade the membership that they were reformers not "outsiders" bent upon the destruction of the UMWA?

THE EFFECTS OF SPEECH DISORGANIZATION UPON INFORMATION RETENTION, CREDIBILITY AND ATTITUDE Order No. 7926726

BUTCHER, Elaine Winkelman, Ph.D. The Florida State University, 1979. 143pp. Major Professor: Theodore Clevenger, Jr.

The effects of speech disorganization upon retention of information after hearing a speech, the perceived credibility of the speaker, and attitude toward the topic were examined in this study.

Results of some previous experimental studies indicated that speech organization did not contribute to message comprehension. Other studies claimed that credibility was not impaired by disorganization and that disorganization did not affect attitude. On the other hand, the majority of the literature as well as speech textbooks acknowledge the importance of speech organization. This study was undertaken in an effort to resolve some of these conflicts in the literature.

The following research questions were investigated:

1. Does an organized message lead to greater information retention than a disorganized message?
2. Does an organized message result in higher speaker credibility than a disorganized message?
3. Does an organized message lead to a more favorable attitude toward the topic of the message than a disorganized message?

Information retention was broken down into the two variables; comprehension and knowledge based upon the cognitive levels defined in Bloom's Taxonomy.

Credibility was measured by using a version of McCroskey, Mehrley, Berlo, Lemert and Mertz scales and attitude was measured by a four-point positive and negative attitude scale on the topic.

Subjects were a sample of 230 students enrolled in speech classes at Manatee Junior College, Bradenton, Florida. Participants were randomly assigned to four treatment groups to hear a recorded speech. The four speeches were:

1. Structurally Organized
2. Structurally Disorganized
3. Disorganized by Verbal Indicators (cues)
4. Structurally disorganized with Verbal Indicators of Disorganization (cues)

Students then took a vocabulary test, a multiple-choice learning test, and completed the credibility and attitude scales.

Results were analyzed by a 2x2 analysis of covariance and a 4x2 analysis of variance (for all other dependent variables).

Results confirmed the importance of message organization on comprehension, but not on knowledge in some cases. Further, disorganization is detrimental to credibility only on those factors of qualification and safety, but not on warmth.

Finally, this study showed no effect of message disorganization on attitude toward the topic.

JUSTICES DOUGLAS AND BLACK AND THE DEMOCRATIC ETHOS: RHETORICAL CRITICISM OF CONCURRING AND DISSENTING OPINIONS ON OBSCENITY, 1954–1975 Order No. 7918321

CAMPBELL, Jeter Louis, III, Ph.D. University of Minnesota, 1979. 192pp.

Rhetoric is symptomatic. That is, language gives external evidence of internal conditions. Edwin Black has characterized the author implied by a rhetorical phenomenon the "first persona," and the auditor implied the "second persona." A rhetorical critic, by extracting from a discourse the ideological audience it implies is able to arrive at a judgment of that persona, for we evaluate character, our own and others, everyday.

Rhetoric about "freedom" is particularly suited to a second persona analysis, for "freedom" is at the heart of American ideology. It is more than a word. It is an incantation. It conjures up the American spirit, the Democratic Ethos. It implies the American character.

Justices Douglas and Black are noted for their freedom expressions. They both maintained absolutist positions about the First Amendment guarantee of free speech. However, they employed different rhetorical strategies and produced different second personae.

Justice Douglas urged a balanced way of thinking about freedom. He developed his opinions in terms of positive and negative freedom. The resulting second persona was an ideal liberal democrat, the kind of persona for whom we would hope actual embodiment.

Justice Black, on the other hand, employed a rhetorical strategy of negative freedom to insure free speech, and a sturdy, self-reliant persona. However, critical analysis revealed a rhetorical failure. The second persona of Justice Black was inimical to liberal democracy.

Thus, the use of "second persona" as theorized by Edwin Black is complete. We have seen the image of a person in each set of rhetorical phenomena, and we have been able to judge their efficacy vis-à-vis the liberal creed. A new use of "second persona" is herein suggested, however. It is a predictive use. A rhetorician trying to decide upon a strategy for the achievement of a goal could develop discourses along several paths. A second persona study could then be undertaken for each, and that path chosen which best achieved the goal in terms of the character of the audience.

MAJOR PARTY PRESIDENTIAL NOMINEE ACCEPTANCE SPEECHES, 1948-1976: A RHETORICAL ANALYSIS
Order No. 7916947

CASE, Dale Charles, Ph.D. Indiana University, 1979. 318pp.

Classical rhetoricians were greatly interested in the concept of genres, developed through the identification of recurring forms of public discourse. This study is a modern attempt to explore one potential genre of contemporary political communication. The research problem was to determine whether the acceptance speeches by presidential nominees of major American parties, 1948 through 1976, consisted of sufficiently similar substantive and stylistic responses to similar rhetorical situations to justify designating them as a genre.

The genre approach to political communication makes possible inductive investigations that may contribute to rhetorical theory. Using this approach critics can deal with a set of speeches that may realistically be expected to reveal commonly shared characteristics, formulating a hypothesis for testing by examining the speeches to discover the saliency of seven critical rhetorical elements: (1) topic of the address, (2) context, (3) strategy, (4) content, (5) structure, (6) symbol use and style, and (7) speaker ethos. Positive conclusions reached in such a study establish the presence of shared characteristics of form, style, and general aspects of content, and thus of a distinct communication genre. These generalizations, in turn, become pedagogically useful in a deductive approach for analyzing and classifying other speeches. Additionally, these generalizations have a predictive utility when applied to future speeches in the same genre, e.g., the acceptance speeches to be made in 1980.

The inductive process described above was followed in this study. The inquiry revealed that there were variations in the saliency of the seven critical elements in the sixteen speeches examined, but that all seven of the elements were functioning in all of the speeches, even where they were not salient. It is concluded that presidential nominee acceptance speeches do constitute a distinct genre of political communication. Furthermore, at least twelve generalizations can be made about shared characteristics of function, content, form and style in the theoretical model that emerges for the genre. These generalizations indicate that acceptance speeches of this type: (1) generate good will and unity of purpose, spirit, etc., (2) are complimentary in references to audience and occasion, (3) avoid controversy, (4) stimulate and/or reinforce ideas, beliefs, attitudes, etc., in the audience, (5) create and strongly emphasize identifications between the speaker, topic and audience, (6) are general in content, in that they deal with ideals and values basic to issues and support material and/or more general support material, (7) lack documentation for support material, (8) use combinations of types of support material more than single types in isolation, (9) contain more appeals of pathos and ethos than appeals of logos, (10) use a deductive structure or pattern of organization, and (11) use a somewhat embellished language style. Finally, it is concluded that there is, in at least this particular case, predictive utility in the genre approach to political communication, and (12) use a somewhat embellished language style. Finally, it is concluded that there is, in at least this particular case, predictive utility in the genre approach to political communication.

A FANTASY THEME ANALYSIS OF NEGRO SPIRITUALS
Order No. 7926299

CLARK, Roy Lester, Ph.D. Southern Illinois University at Carbondale, 1979. 157pp. Major Professor: Dr. Kieth Sanders

Fantasy theme analysis, a small group analysis technique devised by Dr.'s Ernest C. Bormann and Robert Bales, has herein been applied to that body of American Negro religious folk songs known as Negro spirituals. The purpose of this dissertation has been to ferret out the major fantasy theme or themes, running throughout the body of song, and further, to discover if such themes constituted an overriding rhetorical vision as defined by Dr. Ernest Bormann.

The writer discovered the major theme of freedom dominating the hundreds of Negro spirituals studied for purposes of this dissertation; freedom from want, freedom from hunger, fear and oppression, but most of all, freedom in, with, and through God. The theme of freedom in, with, and through God was found to be consistent and unchanging, taking decided precedence over such minor themes as revolts, uprisings, and the desire to return home to Africa.

Negro slaves were established as the originators of these songs, and the predominant perpetuators of this genre of authentic American folk music. The rhetorical vision growing out of the fantasy theme(s) of the spirituals was an all-encompassing, all-inclusive, living drama that touched and deeply influenced the lives of a whole race of people, giving them the first building blocks for the foundation of a distinct and unique black American culture that is until this day extant.

The chaining of these themes and this vision became an ongoing, day-in-day-out part of Negro slave life that was the mainstay of their very existence. Church meetings in which these spirituals were sung by the entire participating group were the primary source of inspiration, mutual support, and cultural cohesiveness. Out of church, in the larger community spirituals were sung over the sick and afflicted, at births and burials, at work in the fields. The themes of the spirituals, especially the dominant theme: "Going home to live in freedom in heaven with God when I die," were repeated by church members to church members, by church members to non-church members with elaborations, pleadings, promises, exhortions to "stay on the battle field for the Lord," to be "more and more like Jesus," to "live so God can use me," to be ready for that "great gettin' up mornin'."

The fantasy theme(s) of the Negro spirituals, and the rhetorical vision that grew out of those group fantasies gave the slaves strength to endure the pain and hardships of their condition of involuntary servitude, hope for a better future, both on earth and in heaven after death. It gave them serenity, emotional release, patience and perseverance, but most of all, it pulled them together as a community, gave them the basic elements of a cultural entity in a time when they were not even considered human beings.

This dissertation, then, has developed into much more than a mere examination of the fantasy themes running through Negro spirituals. It has opened the door for a new approach to the research and study of Black American history.

THE CARTER-FORD CAMPAIGN DEBATES, 1976: THE IMAGES AND ISSUES IN POLITICAL PERSUASION
Order No. 7921852

CROUSE, Janice Shaw, Ph.D. State University of New York at Buffalo, 1979. 204pp.

The purpose of this study is to analyze the 1976 Presidential Campaign Debates with regard to the role and significance of the issues and the candidates' images as elements of political persuasion by examining the relative effectiveness of these two elements in the televised debates between Gerald Ford and Jimmy Carter.

The televised debates were chosen as the focal point for the study because they were the single most important event of the campaign both in terms of exposure and impact. Approximately one hundred million Americans saw the two candidates in the dramatic crucible of live national television, attempt to build their respective images, develop their positions on the issues, and link their ideas and values to those of the American public. Thus, this study sought to determine whether the voters' ultimate acceptance of Carter rested primarily on the congruence of his position on the issues with their own or whether their acceptance was primarily based on the appeal of his image.

The methodology of the study consisted of four steps. First, the debates, video-tapes and manuscripts, were analyzed utilizing rhetorical, historical and content analysis. Second, the audience values were studied. Third, the candidates' backgrounds and careers and the history of political and Presidential campaign debates were surveyed. Fourth, a study of the interrelationships of the elements of the communication process was undertaken. To this end, a model of the communication configuration was developed and utilized to study the extent to which the differences between the candidates with regard to the images they projected and their views on the issues represented an effective adaptation to the values of the audience.

COMMUNICATION CONFIGURATION

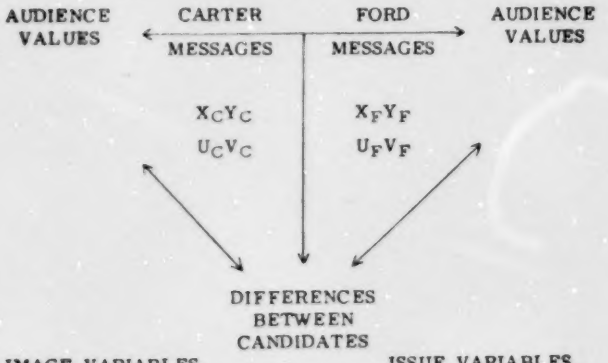

IMAGE VARIABLES	ISSUE VARIABLES
U: PERSONAL IMAGE	X: DOMESTIC ISSUE
V: POLITICAL IMAGE	Y: FOREIGN POLICY ISSUE

The study considered two dimensions of the candidates' images, personal and political. It was determined that Mr. Carter's personal image, characterized by compassion and concern, was more closely aligned with the audience's values and attitudes than Mr. Ford's personal image of assurance and confidence. It was determined that Mr. Carter's political image, characterized by his knowledgeability and capability to be President and his moral character were enhanced by the damage done to Mr. Ford's political image by the mishandling of a sensitive foreign policy question and by his association with the Washington establishment.

The 1976 campaign debates were not predominantly issue-oriented and further, the two candidates' positions on the issues were not sufficiently distinct to allow a decisive judgement between them on the basis of their positions on the issues. However, Carter was determined slightly ahead of Ford in terms of his handling of the issues of the debates. On domestic and foreign policy issues, Carter did better than he was expected to do and Ford committed a political gaffe which weakened his impact. In addition, Carter was able to press Mr. Ford into defending his record as President. Finally Mr. Carter was able to link his discussion of the issues to the personal themes of his campaign, morality leadership, trust and faith in the future of the country and this appears to have been the basis for his victory.

THE RHETORIC OF AMERICAN CATHOLICISM ON THE SPANISH CIVIL WAR
Order No. 7917469

FRANK, Robert Leonard, Ph.D. University of Pittsburgh, 1978. 285pp.

This dissertation offers an analysis of the rhetorical response of the American Catholic Church to the issues and events of the Spanish civil war during the years 1936–1939. The data base includes the records and transactions of the National Catholic Welfare Conference and both the pamphlets and the periodical literature published by official organs of the Catholic Church in the United States. The critical methodology involves the treatment of Catholic rhetoric as a species of argumentation. General strategies and specific lines of argument employed by Catholic rhetors are examined for ideological content. Key features of Catholic rhetoric are explained in terms of central elements of the Catholic belief system, as these elements were propounded in the periodical literature of the 1930s.

The analysis concentrates on the influence of both Catholic political doctrines and Catholic epistemological doctrines on the evolution of the rhetorical response of Catholics to the issues of the war. Special attention is given to the role of anti-communism in shaping Catholic rhetorical strategy.

The rhetoric of American Catholics is ultimately viewed as part of a complex socialization process by which the institutional Church functioned to integrate the Catholic population into the mainstream of the American polity. On the one hand, Catholic rhetoric functioned to isolate Catholic Americans from non-Catholic Americans by rigorously reinforcing Catholic religious identity. On the other hand, the objective of maintaining Catholic identity was primarily achieved by associating Catholicism with the reigning values in American culture.

SHAKESPEARE'S USE OF DRAMATIC VOWS
Order No. 7924657

GRIFFITH, John William, Ph.D. University of Pittsburgh, 1978. 135pp.

In his Rhetoric Aristotle lists vows as one of the non-technical means of persuasion. Cicero devotes considerable space in De Officiis to the binding power of vows. Despite Jesus's Sermon on the Mount injunction, "swear not at all," neither the Christian Church nor society in general has been able to dispense with this means of persuasion, and yet vows have received little attention from modern rhetoricians. Shakespeare's plays, which make extensive and diverse use of vows and the closely related oaths, pledges, and promises, provide a consistent framework in which to examine the rhetorical aspects of vows.

This dissertation devotes a section to each of four genres: comedy, tragedy, romance, and history. The nature of the genre as well as the atmosphere of the individual plays influences the interpretations that we place upon dramatic vows. The comedies abound in love-related vows. The major vows of the tragedies are more diverse, involving various passions such as jealousy and vengeance. Vows in the romances are more social, less personal, often springing from a master/underling relationship. Political vows are most common in the Machiavellian world of the histories.

Love's Labour's Lost begins with the principal characters taking formal vows to devote themselves to scholarly pursuits. King Lear inaugurates the play's series of disasters when he swears to disinherit Cordelia. Early on, in his con-

frontation with the Ghost, Hamlet commits himself to revenge by pledging his word. Coriolanus brings about his doom step-by-step as he breaks each of three promises. In Cymbeline and The Winter's Tale, Pisanio, Camillo, and Antigonus vow to do murder at the bidding of their masters. Henry IV brings about civil strife when he breaks hiw vow not to usurp the crown. York, likewise, breaks a vow in order to seize the throne of Henry VI.

This study looks at the motivation, state of mind, word choice, and subsequent conduct of the vow-takers of Shakespearean drama in an effort to determine the influence of vows. Vows are also important in revealing the inner nature of the dramatic personae to the audience.

The conclusions of this study are that vows serve these rhetorical functions: they enhance credibility, they precipitate and motivate behavior, they rationalize actions previously taken, and they obligate to future course of action. Vows are a unique form of persuasion in that they usually involve self-persuasion, obligating only the vow-taker. The more general function of vows is to provide order, stability, and predictability in a society.

A LONGITUDINAL STUDY OF THE EXPECTATIONS AND GRATIFICATIONS ASSOCIATED WITH THE 1976 PRESIDENTIAL AND VICE-PRESIDENTIAL DEBATES
Order No. 7916076

HANTZ, Alan Mark, Ph.D. Southern Illinois University at Carbondale, 1978. 213pp. Major Professor: Dr. Keith R. Sanders

The purpose of this research was twofold. First it sought to enhance understanding regarding the expectations and gratifications associated with specific, televised political campaign communication. Second, this study sought to contribute to the understanding of Presidential Debating. Previous research has focused on specific gratifications associated with general media use. Such research has found, on the whole, two types of gratification. First a surveillance gratification, consisting of information which might be useful in some decision-making process has been found to exist in individuals reasons for watching general programming. Second, a set of what have been called "personal gratifications", consisting of anticipated communication, reinforcement and entertainment.

The research questions of this study were designed to test two important aspects of the uses and gratifications model. The basic model posits that individuals experience socially and psychologically originated needs which lead to the development of expectations of the media and other sources, which are gratified, to some extent, through media use. Four questions were asked in relation to this model.

1. What expectations did viewers of the 1976 Presidential Debates have?
2. What gratifications did viewers of the debates derive from their viewing experience?
3. What relation was there between the expectations and gratifications?
4. What relation existed between gratifications derived from the first, second, third and fourth debates?

In order to answer these questions, a sub-group of respondents from a multi-stage panel survey of the voters in Cape Girardeau, Missouri during the 1976 Presidential Campaign was selected. This study determined that individuals did hold specific expectations with regard to the debates and that these expectations were high. These expectations, like those found in other research, were primarily surveillance in nature, although reinforcement, anticipated communication and enjoyment gratifications were also sought to a large degree. The patterns of correlation among the expectations regarding the debates clearly defined two clusters of expectation. The first cluster identified was that of inter-relations among the surveillance and vote guidance expectations. The second cluster was among the less affirmed personal gratifications, enjoyment, anticipated communication and reinforcement.

The principle gratification derived from watching the debates was surveillance, although some degree of gratification was expressed for each item. However, in this study, the amount of gratification derived was low. The patterns of correlation among gratifications were not helpful in determining interpretable clusters of gratifications.

The amount and kinds of gratifications derived were different from the amount and kinds of expectations held. The analysis of gratifications after the first debate indicated that amount of endorsement for gratifications was substantially lower than the endorsement of the corresponding expectations, yet the changes were from "a lot" of gratification to "a little" gratification, rather than to no gratifications at all. The only gratification to meet the expectation of the audience of the first debate in this study was that of enjoyment of the election race. Gratifications diminished with repeated exposure to debates, and the patterns of correlation among gratifications becomes obscure with repeated exposure to debates.

Post hoc analysis revealed that individuals who stopped watching the debates did so because they had something more important to do. There was no evidence of difference between those respondents who dropped off from watching the debates and those who continued to watch in terms of expectations or gratifications.

Although the gratifications associated with watching the debates diminished over time and did not come close to the level of expectation regarding the debates, it cannot be concluded that the debates were a failure. Some gratification was derived by viewers from every debate, although by the fourth debate, the proportion of individuals endorsing gratifications was very low.

THURGOOD MARSHALL'S SPEECHES ON EQUALITY AND JUSTICE UNDER THE LAW, 1965-1967 Order No. 7921965

HINES, Erma Waddy, Ph.D. The Louisiana State University and Agricultural and Mechanical College, 1979. 373pp. Supervisor: Waldo W. Braden

This study describes, analyzes, and evaluates the speaking of Thurgood Marshall as Solicitor General of the United States from 1965-1967, before general audiences and audiences consisting of lawyers and law students. This period represents an important period in the speaker's life when his services as a speaker outside the courtroom exceeded earlier years. Further, these were times of crises in this nation.

The study includes chapters on Marshall's background and other influences, development of the Negro's struggle for equality and justice, analysis of general audiences and audiences of lawyers and law students, occasions, and analyses of speeches about equality and justice under law for all Americans. Concentrating upon five representative speeches, an appraisal is made of the overall effectiveness of the man and his speaking.

The study suggests that as a man whose work symbolized and spearheaded the struggle of millions of principles was evident in each speech. Evaluation of the speaker's logical appeals from a rhetorical point of view indicates that effective arguments and sound reasoning contributed significantly to his overall effectiveness. Marshall's oratory essentially focused on themes dealing with equal rights and justice and may be characterized generally as rhetoric advocating reform. Like other great orators, Marshall came forward to address recurring crises in American society and asserted humanitarian and equalitarian principles to motivate others to ensure constitutional guarantees for all Americans.

AN ANALYSIS OF THE ELEMENTS OF TRAGEDY IN A POETIC VISION: THE EAGLETON AFFAIR

Order No. 7915132

HIPPELY, John Francis, Jr., Ph.D. Washington State University, 1979. 127pp. Chairman: David B. Strother

This dissertation examines the events surrounding the resignation of Tom Eagleton as the Vice Presidential nominee of the Democratic party in 1972. These events are referred to as the "Eagleton Affair."

This study utilizes an article by Ernest G. Bormann in the April 1973 edition of the Quarterly Journal of Speech entitled "The Eagleton Affair: A Fantasy Theme Analysis" and expands upon his critique. The concept of a "fantasy theme" is analyzed as being more dramatically conducive to a poetic rather than a rhetorical investigation. After looking into the role of the media acting as a playwright, a distinction is made between television and newspaper coverage of the proceedings.

The elements of tragedy, as contained in Aristotle's Poetics, are then used as a methodological tool for analyzing the events surrounding Eagleton's resignation. It is the conclusion of this author that the mass media presented a "tragic poetic vision" to the American public that closely followed Aristotle's paradigm for creating a tragic drama.

THE ROLE OF HUMOR IN JOHN F. KENNEDY'S 1960 PRESIDENTIAL CAMPAIGN

Order No. 7926311

HUDSON, W. Gail, Ph.D. Southern Illinois University at Carbondale, 1979. 106pp. Major Professor: Randall Bytwerk

Although humor has been studied in a variety of disciplines, humor within politics has received only limited study. This study applied humor research to the study of humor within campaign politics. Although humor's rhetorical value in attitude change has received little support, it was thought that humor's other rhetorical functions needed to be explored.

This study was limited to studying John F. Kennedy's Presidential campaign. The purpose was to investigate the function and appropriateness of humor in Kennedy's political rhetoric. The appropriateness of Kennedy's humor was determined by its applicability to the 1960 political/social environment. This view of humor was a move beyond traditional neo-Aristotelian immediate effects criticism. That is, humor's contextual validity was explored.

Kennedy's humor was selected from his speeches, press conferences, and other public statements. These were selected from the collected report of the Committee on Commerce of the United States Senate. Kennedy's presentations in nine states; California, Texas, Missouri, New York, Pennsylvania, Illinois, Ohio, Minnesota, and Michigan, were used for the analysis. No distinction was made as to whether Kennedy wrote the speeches himself or had them written for him.

The research provided in this study included a theoretical introduction to humor with special emphasis on aspects of political humor. It also included an investigation of Kennedy's humor as a rhetorical device and discussed the implications provided by such an analysis. The categories used for the analysis were evolved from humor theory. The four major theories explored were incongruity theory, superiority, release/relief theory, and social theory. From this discussion of humor theory, four categories emerged as significant in humor's function within politics. The categories were maintenance humor, initiating humor, focusing humor, and attack humor. These categories were the basis for the analysis and were used to assess Kennedy's appropriate use of humor. The extent to which Kennedy used each function in varying contexts was discussed. Each function is suited in some manner to the political/social situation. Kennedy's ability to adapt his humor to the corresponding political/social situation determined its appropriateness.

Although some limitations were found in the study, valuable insights were gained. Kennedy's humor, for the most part, was found to be contextually valid. The conclusions provided should open new areas of research for the rhetorical, communication theorist.

A RHETORICAL STUDY OF SELECTED SPEECHES BY REINHOLD NIEBUHR (1930-1960)

Order No. 7927536

LOVE, Bill R., Ph.D. The Louisiana State University and Agricultural and Mechanical College, 1979. 313pp. Supervisor: Professor Harold Mixon

The purpose of this study is to determine whether Reinhold Niebuhr was an effective public speaker. The development of the speaker is traced from his boyhood years through his seminary education at Yale, through the years of his ministry at Detroit, to Niebuhr's long career as a professor of Christian social ethics at Union Seminary in New York. The speaker's philosophy of rhetoric is reviewed, together with the major influences upon his thinking. A rhetorical analysis of four early sermons delivered on apologetic themes during the thirties is followed by the analysis of a second set of four sermons delivered in the forties and fifties on war and post-war themes. Two speeches delivered in the fifties at Union Seminary are then analyzed to discover Niebuhr's main concerns for ministerial education.

The study reveals that Niebuhr's ideas were constantly changing and developing. The speaker was rooted deeply in the thought of the Christian tradition as it found expression in the German Lutheranism of his early home. Niebuhr read widely and was influenced by most of the great thinkers in the Western cultural tradition. Niebuhr's thinking was influenced as much by events as by ideas. Events of personal, national, and international magnitude modified the speaker's ideas as he tried to reconcile his theories of Christian social ethics with the hard realities of life. The end product of this process was "Christian realism," Niebuhr's unique contribution to Christian theology and political philosophy.

This analysis indicates that Niebuhr retained a vital Christian faith and a commitment to speak to the "intellectual despisers" of the faith both on the university campus and in society at large. Niebuhr's apologia was a complex analysis of the possibilities and impossibilities of social progress and of the glory and the misery of man: his thought was paradoxical because he understood life as complex and paradoxical. Niebuhr advocated an "adequate" and realistic faith which could admit the problems and complexities of life while retaining at the same time a "hope beyond tragedy." Niebuhr believed that this kind of realistic faith enables the believer to continue working for the common good in a world where he will never achieve more than piecemeal progress.

This study reveals that Niebuhr was not a "popular speaker," in the usual sense of that phrase. His greatest influence was felt by the spiritual, intellectual, and political leaders of the country. His was a "rhetoric of equals" in which he invited his audience to enter with him into an intellectual quest for the answers of life's complex problems. He made little accommodation to his audience in either language or thought, speaking often in technical terms with rapid delivery and leaving the tension of his paradoxical ideas unrelieved. Niebuhr supplied his listeners with no easy answer for the perplexing problems of modern living. He chose rather to challenge their presuppositions about the nature of man, the nature of human history, and the relevance of the Christian faith. He called his listener to his own mental struggle for workable answers to life's complex problems.

The study concludes that the question of Niebuhr's effectiveness as a public speaker must receive an answer as paradoxical as the speaker's own thought. On the one hand, the speechcraft of Niebuhr's speeches was faulty in many respects, particularly in his lack of audience adaptation. On the other hand, the audience response to Niebuhr over his thirty years of public speaking was enthusiastic and positive. The final conclusion of the study is that Niebuhr was an effective speaker within carefully defined limits.

RENEWAL THROUGH RECOVERY OF THE APOSTOLIC PROCLAMATION, PURPOSE, AND POWER: THE INVENTION OF W. CARL KETCHERSIDE Order No. 7916918

MCDANIEL, Stanley Keith, Ph.D. Indiana University, 1979. 257pp. Chairman: J. Jeffery Auer

The Disciples of Christ, a Protestant unity movement begun in 1809, advocated restoring the primitive church. They flourished until the early twentieth century at which time they divided into three groups. In 1958, W. Carl Ketcherside, a Disciple minister, launched a program for revitalizing the Disciples. Through oral and written discourse he communicated a resynthesis of their religious system, using the slogan, "renewal through recovery of the apostolic proclamation, purpose, and power."

This research rhetorically examined the invention of Ketcherside to answer these questions: (1) Is Ketcherside saying anything significantly different from the beliefs and practices of the Disciples? (2) What are the functions and consequences, if any, of the invention of Ketcherside among the Disciples? The research design included a rhetorical perspective for discovering what Ketcherside was saying and for comparing his invention with the religious system of the Disciples. A nonrhetorical perspective, adopted from research concerning the development and structure of religious groups, revealed the role and possible consequences of the invention of Ketcherside among the Disciples.

The research showed that the Disciples had developed inconsistent and contradictory beliefs and practices over which they divided. After a traumatic personal transformation, Ketcherside worked to heal those divisions by urging the Disciples to return to their original unity purpose. His invention reordered their beliefs concerning the Old and New Testaments, the Bible, the gospel, and the Christian creed, subjects concerned with the recovery of the apostolic proclamation. For recovering the apostolic purpose he reordered the practices of the Disciples concerning the church, the fellowship, unity, the ministry, and worship. He identified the gifts of love and the Holy Spirit as the apostolic power that the Disciples needed to recover.

The research revealed that the invention of Ketcherside concerning the Testaments and the Bible significantly departed from The Declaration and Address, the founding document of the Disciples. Ketcherside argued that the New Testament was not a written constitution containing a pattern of belief and practice, but that it was a personal trust in Jesus. Analysis showed that he was revitalizing the unity movement of the Disciples by reordering their beliefs and practices into a more harmonious religious system. The evidence suggests that the Disciples will not supplant their religious system with a new system nor will they divide again as possible consequences of his invention. Probably the Disciples will modify the beliefs and practices that have divided them and will work toward cooperative programs.

UNIVERSAL APPEALS USED BY CHARISMATIC LEADERS: A CONTENT ANALYSIS Order No. 7911458

MATELSKI, Marilyn Jo, Ph.D. University of Colorado at Boulder, 1978. 182pp. Director: Professor Harold E. Hill

This paper explores universal charismatic appeals to alienated persons in crisis environments by looking at existing theories on charismatic leadership and interpreting manifest content in recorded speeches. The persons used in the content analysis are Castro, Gandhi, deGaulle and Lenin -- all acknowledged as charismatic by the academic community -- and the subsequent word frequency list generated from their speeches is compared to words used in Nasser's speeches to support or refute his claim as a charismatic.

Several interesting results emerge, namely:

1. Certain universal appeals exist, especially in the areas of time, strength, brotherhood and rebirth. And they may be further translated into archetypal metaphors.

2. The content analysis linguistically supports charismatic theories now in existence.

3. Nasser employs most of the qualities, including language, to make his charismatic. However, his greatest weakness, loss of battles, leads the critic to question the Western theorist's criterion of judgment on this point.

This study is only a beginning for many areas of further charismatic research through content analysis.

A listing of suggested areas of study is given with this in mind.

THE RHETORIC OF BOB DYLAN, 1963–1966 Order No. 7916894

MEDCALF, Lawrence Donald, Ph.D. Indiana University, 1979. 177pp.

Throughout the decade of the 1960's, America experienced a steady rise of protest directed against the racism of the government's involvement in the Vietnam conflict, and the suppression of basic human rights. One of the most vocal, and most popular, of this new generation of protesters was the song-poet Bob Dylan. Commonly referred to as "The Prince of Protest," Dylan began his career in New York City singing folk songs popularized by other artists and then turned his attention to the social issues confronting America; by 1963 he was recognized as the most popular social commentator on the folk scene. Gradually Dylan changed musical styles and embraced the more popular sounds of rock and roll. Critics attacked him for forsaking the purity of folk-music and social protest, and his image was tarnished with charges that he had never developed a sense of social consciousness and was motivated only by financial gain. This study first examines the rhetorical situation out of which Dylan's song-poems arose, including a brief description of the role of music as social protest in America during the twentieth century. A detailed rhetorical analysis of the song-poems from four Dylan albums produced during the period 1964–1966 focuses on the categories of invention, ethos, emotional appeal, and rhetorical style in Dylan's work. This analysis reveals the ways in which Dylan attempted to define and develop his own image and demonstrates his continued efforts to incorporate social protest into his work despite changes in musical style.

THE STOCK MARKET, 1928–1930: AN EXPERIENTIAL ANALYSIS OF THE HISTORY OF RHETORIC AND RHETORICAL STRATEGIES Order No. 7921703

MORELLO, John Thomas, Ph.D. Wayne State University, 1979. 334pp.

In the late 1920s, the stock market occupied the attention of many citizens. Day after day, the prices of common stocks rose and the public became almost obsessed with the feeling that an ever-advancing market was inevitable. For the most part, this rise in prices was encouraged by speculative buying of stocks on the margin. When the crash occurred in 1929, many speculators saw their paper fortunes vanish.

While the stock market developments of the late 1920s have received considerable scholarly scrutiny, no previous study focused on the role assumed by rhetoric in stock speculation of the period. This dissertation began from the premise that speculative investment could not just happen by itself. Rather, the idea that people could and should gamble in stocks was a notion which had to be communicated to the public in some way. The purpose of the study, then, was to discover the manner in which rhetoric was used to communicate the message of stock speculation.

The methodology of the study employed an experiential, or critic-centered, approach to the analysis of discourse. This critical perspective was operationalized through a chronological search for recurring rhetorical strategies and tactics present in public statements made about the stock market. Three periods were isolated for investigation. The first period spanned the dates of February 1928 to May 1928. During this time, the stock market began its final dramatic series of ad-

vances. Advertisements by stock investment services, which were carried in major newspapers and periodicals, provided the sources of discourse from which rhetorical strategies and tactics were identified.

The second chronological period studied lasted from May 1928 to September 1929. Between those dates, the market experienced five major breaks in activity. Following each break, messages of re-encouragement appeared in an attempt to lure investors back to the market. The sources of the messages ranged from public statements by influential business leaders to public remarks by government officials to advertising copy. Dominant rhetorical strategies and tactics present in this discourse were isolated and analyzed.

The final period covered the time from the crash in October, 1929 to March, 1930. The rhetoric examined in this part of the study involved messages produced by business and government spokesmen as responses to the crash. Recurring rhetorical strategies and tactics found in this discourse were identified.

Several conclusions resulted from this investigation of stock market rhetoric. First, advertising by investment firms did encourage speculative purchasing during the period when the stock market was entering its final bull movement. The message to speculate, however, was communicated through a variety of rhetorical strategies and tactics, some of which were not openly speculative in intent. Second, the study demonstrated that each of the five market breaks was followed by rhetorical discourse which attempted to refute the significance of the price slump in stocks. While the specific rhetorical strategies and tactics employed often changed from break to break, in every case the rhetoric following a market slump attempted to persuade the public that the break had not created any permanent damage on Wall Street. Third, the analysis of the discourse occasioned by the crash indicated the presence of two separate rhetorical campaigns which pursued different goals through different rhetorical strategies and tactics. Fourth, the study provided a critical assessment of all the three different periods of rhetoric, and concluded that the discourse produced with respect to the stock market could not be evaluated as either appropriate or effective. Finally, this examination of stock market related discourse offers tentative support for the claim that the response to a market slump constitutes a distinct rhetorical genre.

AN INTERACTIONAL ANALYSIS OF SELECTED RHETORICAL SITUATIONS OF AMERICAN INDIAN PROTEST: A STUDY OF ENDS AND MEANS Order No. 7918865

SCHMIDT, Wallace Vere, Ph.D. New York University, 1979. 187pp. Chairman: Professor George Fluharty

The purpose of this study was to identify the goals and analyze the rhetorical strategies common to American Indian protest by focusing on selected rhetorical situations considered representative of American Indian protest. An interactional approach based on the works of Kenneth Burke and Ernest Boremann was used to analyze the activities of American Indian protest in six rhetorical arenas during the periods 1870 to 1877 and 1961 to 1973. The selected rhetorical situations reflecting the nature of American Indian protest were: (1) the Washington Peace Conferences, 1870–1877, (2) the American Indian Chicago Conference, 1961, (3) the National Indian Youth Council and American Capital Conference on Poverty, 1964, (4) the Alcatraz Occupation, 1969, (5) the Indian Occupation of the Bureau of Indian Affairs, 1972, and (6) the Wounded Knee Occupation, 1973.

The results of the study revealed certain themes to be common to the entire movement. In the six rhetorical situations studied, no one theme was found more prevalent than that of sustaining their Indian cultures. This included expressions acknowledging pride and faith in their native heritage and the desirability of cultural diversity. Other themes common to American Indian protest were the need to force the federal government to acknowledge its many treaty obligations, the upgrading of federal services and improvements of reservation conditions, the unification and vigorous leadership among native Americans, and the support of non-Indians. When these themes were "chained out" a conspiracy scenario evolved.

From 1870 to 1969, native Americans primarily utilized established channels when advancing their goals. The period from 1969 to 1973 revealed a change to channels characteristic of non-violent civil disobedience reflecting the larger culture. Progression and repetition were the principle Burkeian strategies used and shared by each of these rhetorical situations characterizing American Indian protest. The arguments flowed from basic syllogistic premises. The strategies of objectification, legitimation, and mythnication, associated with most social movements, also seemed common to each of the situations studied. Analogical or non-verbal strategies found to be common were the choice of setting and the wearing of native dress.

After evaluating each of these rhetorical situations characteristic of American Indian protest, some common difficulties inhibiting the effectiveness of American Indian protest as a vital and current social movement emerged. The goals were difficult for a non-Indian population to grasp; the strategies created internal strife, and; the Indian movement was competing with more visual and publicly attractive movements. Moreover, American Indian demands, particularly from 1961 to 1973, seemed to be paradoxical. Demands and strategies frequently clashed with reality and the original intent of native Americans.

The two initial working assumptions posited for the study were shown to be valid. Social movements and the rhetoric of confrontation could best be viewed as social drama. A synthesis and interpretation of American Indian protest would reveal a rhetorical vision characterized by a set of common goals and strategies.

MILITANT WOMEN FOR ECONOMIC JUSTICE: THE PERSUASION OF MARY HARRIS JONES, ELLA REEVE BLOOR, ROSE PASTOR STOKES, ROSE SCHNEIDERMAN, AND ELIZABETH GURLEY FLYNN Order No. 7916904

SCHOLTEN, Pat Lee Creech, Ph.D. Indiana University, 1979. 192pp.

This study analyzes the rhetoric of five women speakers in the American labor movement, 1900–1920. Using Herbert W. Simons' theory of social movements and his leadership-centered concept of persuasion, the study applies Simons' categories of rhetorical imperatives and strategies to the persuasion of these militant labor leaders. The study examines the rhetorical processes of the early labor movement from the perspective of each leader: the requirements they were expected to fulfill, the problems as women and as leaders that they faced, and the rhetorical strategies they adopted to meet these requirements. Following Simons' theory, the test of their effectiveness as leaders was the degree to which they fulfilled the requirements of a social movement by resolving or reducing the rhetorical problems.

As charismatic leaders who maintained personal followings among the workers, these women contributed to the social changes that led to a better life for the working class. At a time when many felt that women belonged in the shelter of the home and when women's rights advocates were still politely requesting the ballot, these pioneering women were on the industrial picket lines. As leaders in major strikes, they often found themselves under surveillance of the police, and on occasion they did time in jail. Their fearless personal example prompted workers to revere them as working-class "angels," "saints," and "Joans of Arc." In roles of mother, healer, guardian, they appealed to moral and secular values that challenged the established industrial order and social Darwinism, eloquently dramatizing the injustices and giving publicity to grievances of inarticulate workers. As "voices of conscience," they often inspired strikers to greater dedication and militancy.

The key to a leader's success, Simons discovered in his study of leadership in social movements, was "the capacity to embody a higher wisdom, a more profound sense of justice, to stand above inconsistencies by articulating overarching principles." The women leaders in this study flourished as speakers and organizers in the late Victorian period when a romantic and sentimental version of "sacred motherhood" and "true womanhood" prevailed at all levels of society. They were successful persuaders because they shared the sentimental ideals that defined their womanhood and exploited their position as mothers

and women at a time when those terms were revered. Although their lives were, as one observer once noted, "alien to everything that American womanhood is supposed to stand for," these militant women acted from what workers perceived as a protective "mother's instinct" that drove them to fight ferociously alongside their fellow workers. As spiritual creatures and morally superior human beings pleading for justice for their loved ones, these women gained a hearing from workers and employers alike. They shamed men into "goodness." Because they represented the higher values of their society, they became the leaders and fighting symbols of labor strikes.

What these women asked for was economic justice. As working-class women, they demanded a living wage for themselves and their families so that they, too, might enjoy the sheltered lifestyle that society expected of women. All felt a strong labor union movement was essential, but they believed that a political revolution was necessary as well. Their leftist ideologies included the erratic individualism of Jones, the idealistic socialism of Stokes, the "homespun Marxism" of Bloor, the trade unionism of Schneiderman, and the IWW unionism of Flynn. The leadership of these pioneers, as Flynn concludes in her autobiography, provided a "wider, smoother, and clearer" path for the generations of labor union women that have followed.

EFFECTS OF A POLITICAL EVENT ON THE POLITICAL SOCIALIZATION PROCESS: THE 1976 PRESIDENTIAL DEBATES Order No. 7916595

SMITH, Kim Anthony, Ph.D. The University of Wisconsin-Madison, 1978. 201pp. Supervisor: Professor Steven H. Chaffee

Survey interviews were conducted with adolescents to examine ways exposure to and uses of the 1976 presidential debates affected their political orientations, perceptions of the candidates' images, and perceived certainty of where they, Ford, and Carter stood on issues discussed during the campaign. Data were gathered from a sample of 193 sixth, 197 ninth, and 118 twelfth graders.

Debate exposure was measured by asking subjects to estimate the total number of minutes they viewed each debate. A factor analysis of seventeen political media use and avoidance items resulted in four media use dimensions, labelled informational, candidate, avoidance, and situational. The informational orientation indicated a search for information on campaign issues, general current events, and to use in political discussions. The candidate orientation indicated a desire for information on how the candidate favored performed in the debate or on characteristics of the candidates in general. The avoidance orientation consisted of a number of reasons for not attending to the debates. The situational orientation indicated reasons for attending to the debates related to social factors, such as there was nothing else on or because other family members desired to watch them.

Debate exposure and factor scores from the four media use orientations were entered into regression equations predicting levels of political orientations held prior to the start of the debates. With few exceptions, both debate exposure and information- oriented viewing at least moderately predicted levels of political knowledge, perceived political efficacy, discussion of the debates, political interest, and general use of the public affairs media in all three grades. Avoidance-, candidate-, and situation-oriented viewing only inconsistently significantly predicted levels of these variables in the three grade levels.

Political interest and strength of partisanship were measured prior to and during the debate viewing period, allowing assessment of individual-level changes in them as a function of debate exposure and the media use orientations. After controlling for T1 levels of political interest, debate exposure predicted positive increases in T2 political interest in all three grade levels. But after controlling for T1 political interest and debate exposure, the direction of changes in political interest were found contingent on certain media use orientations. Information-oriented viewers significantly increased and situation-oriented viewers significantly decreased in political interest in all three grade levels. Neither debate exposure nor any of the media use orientations were consistently found significantly related to changes in strength of partisanship.

In the sixth grade, debate exposure positively and moderately predicted measures of perceived certainty of where they, Ford, and Carter stood on the issues, but their media use orientations were generally unrelated to these variables. For ninth and twelfth graders, debate exposure only slightly predicted the three issue stance certainty measures, while information-oriented viewing moderately predicted all three measures.

Information- and candidate-oriented viewers in all three grade levels most positively perceived the image of the candidate they favored, but debate exposure was only slightly related to image perceptions. Both debate exposure and the media use orientations were generally unrelated to image perceptions of the candidate not favored. For undecided subjects, Carter's image was most positively perceived and Ford's image most negatively perceived by situation-oriented viewers. Undecided, avoidance oriented viewers had the most negative perceptions of both candidates' images.

A further analysis was performed to provide evidence on ways debate exposure and the media use orientations combine to produce effects. The additive model (debate exposure + media use orientations = effects) was pitted against the interactive model (debate exposure x media use orientations = effects) in regression equations. The additive model was most valid for predicting levels of political orientations and changes in political interest and strength of partisanship. The interactive model was most valid for predicting levels of issue stance certainty and image perceptions.

THE RHETORIC OF WOUNDED KNEE II: A CRITICAL ANALYSIS OF CONFRONTATIONAL AND 'MEDIA EVENT' DISCOURSE Order No. 7927460

STREB, Edward Justin, Ph.D. Northwestern University, 1979. 252pp.

The 1973 occupation of Wounded Knee is one of the most complex rhetorical events in contemporary American history. In its simplest form, the Wounded Knee discourse can be viewed as a matrix of strategic presentations. The three main constituents (agitation, control, and press) were enmeshed in a series of persuasive displays designed to escalate or negotiate the confrontation and control the public image of the groups involved. This study examines the Wounded Knee rhetoric; focusing on the agitation and control strategies employed, the media oriented presentations of government officials and Indian leaders, and the news media's dramatic interpretation of the entire incident.

Chapter I presents the justification for an extensive analysis of the Wounded Knee occupation. It provides an overview of the study and explains the methodology employed.

Chapter II describes the historical, political, and socio-economic factors that led to the takeover and inhabitation of Wounded Knee. Particular emphasis is placed on the evolution of Sioux politics, the treaty relationship between the United States and the Sioux Nation; the quality of life on the Pine Ridge Reservation, and the alleged corruption of former Oglala Sioux Tribal Chairman Richard Wilson.

Chapter III traces the development of the American Indian Movement. This organization's inception, previous exploits, and ideology are examined. The rationale behind AIM'S involvement in the Wounded Knee occupation is stressed.

Chapter IV explores the role of the news media in the Wounded Knee demonstration. This section deals primarily with the external discourse of the occupation, viewing the media as a filter, interpreter, and sometimes creator of related events. The "participation" of the media in previous civil disorders is briefly reviewed, and the news coverage of the Wounded Knee story is described and analyzed.

Chapter V analyzes those strategies aimed at escalation or solution of the confrontation. In concentrating on the core discourse, this chapter is mainly concerned with the methods used by the establishment and the demonstrators to impress, alarm, and intimidate one another.

Chapter VI examines the media oriented strategies that comprised the internal discourse of the occupation. Here, the investigation centers on those devices designed to dominate the media's Wounded Knee presentation.

Chapter VII summarizes the study's findings, looks briefly at what has transpired since the occupation, and discusses the implications of the Wounded Knee rhetoric.

THE POLITICAL SPEAKING OF OSCAR BRANCH COLQUITT, 1906-1913 Order No. 7921984

TAYLOR, Dencil R., Ph.D. The Louisiana State University and Agricultural and Mechanical College, 1979. 271pp. Supervisor: Boyd Professor Waldo W. Braden

This study makes an in-depth analysis of the political rhetoric of Oscar Branch Colquitt who rose from the obscure rank of a tenant farmer's son to the governorship of Texas. Limited to the 1906, 1910, and 1912 gubernatorial campaigns, the study specifically discusses 1) Colquitt's background and speaker preparation, 2) his three campaigns, 3) his audiences and occasions, 4) his methods of establishing a political image, 5) his specific speech preparation, basic premises, lines of argument, and use of evidence, 6) his motive appeals, and 7) his effectiveness as a speaker. The study is based on primary materials located in the Colquitt Papers, housed at the University of Texas at Austin Archives, including manuscript, typescript, and printed information. Other primary sources are the official Colquitt Letters, the Railroad Commission Papers, the Colquitt Scrapbooks, newspapers, and official legislative records. Speech texts used in this study consist of complete manuscripts and printed copies of major speeches and speech excerpts which are located in the Colquitt Papers.

Colquitt's consuming passion for politics dominated his life. He found the political arena to be exciting and challenging. More important, however, it provided him with the opportunity to participate in a profession in which he was particularly proficient.

On the political trail, Colquitt spoke primarily to white, rural, Protestant audiences. Some of his speaking occasions were elaborate, while others were simple in nature. The carefully prepared messages Colquitt carried to his listeners stemmed from three basic assumptions which expressed his belief that 1) local self-government was the best form of government, 2) unnecessary and untried laws hampered the people's progress and fostered political strife, and 3) government should be administered for the benefit of all the people. Colquitt's speaking revealed that he was aware of and made a decided effort to project a positive political image. To enhance further the persuasive impact of his speeches, he used arguments which appealed to both reason and emotion.

This study reveals that 1) Colquitt's speeches were not eloquent, but were pragmatically effective in winning votes, 2) while some of his motivation was of a personal nature, he was often actuated by his desire to help people, and 3) he possibly deserved a more important place in the history of early twentieth century Texas politics.

Colquitt was an interesting and unusual man. He was outspoken. He said what he honestly believed. Some of the time his view reflected unfavorably on his friends and his foes. Some of the time his views were not politically expedient. Colquitt was honest. He tried to give his constituents what he promised. He did not use his office for pecuniary gain. Colquitt was humane. Many of his programs were aimed at improving the conditions of the underprivileged and mistreated. Colquitt worked long and hard in his chosen profession, expending extensive energy to insure both political and personal success. From an early age he displayed an inherent desire to learn, and through self-study became knowledgeable in several disciplines. He made mistakes--some were deliberate, some were accidental. On some occasions his almost child-like stubbornness thwarted progress and created strife. But in spite of his shortcomings, as the Houston Daily Post of January 16, 1915, reported when Colquitt concluded his tenure as governor, he labored diligently to promote the progress of the state and left it in a much better condition than he found it.

THE RHETORIC OF ISAAC WATTS'S HYMNS, PSALMS, AND SERMONS Order No. 7916907

WALLENSTEIN, Martin Albert, Ph.D. Indiana University, 1979. 229pp.

Isaac Watts was considered one of the most important dissenting ministers in eighteenth century England. Many consider him the father of modern English language hymnody. As a scholar, educator, preacher, poet, philosopher, and logician, he gained the respect of his age. His sermons, hymns, and psalms stand out in the success which they brought their author, and, in the similarities in purpose and audience. They shared the goal of fostering a Puritan brand of Christianity and aimed at the broadest possible audience.

This study examines these works together using the tools of Neo-Aristotelian criticism combined with a close analysis of language in the light of recent work on metaphor; this analysis has been put in the historical frame of the period. In places, Aristotle's ancient notions of motivation have been replaced by those of modern theorists.

Chapter one examines five influences on Isaac Watts's rhetoric: 1) persecution of dissenters, 2) the toleration which followed, 3) cooling of religious zeal after the Glorious Revolution, 4) the revelant literature of the seventeenth century, and 5) coming of the age of reason. Chapter two deals with Watts's interest in America and with his attitude towards the Great Awakening of Religious fervor in England and America. Chapter three deals with personal influences upon Watts such as education, family, and friends.

Chapters four through seven deal specifically with Watts's sermons, hymns, and psalms. Chapter four discusses the rhetorical setting for his sermons and his process of invention. Chapter five analyzes his sermons in terms of their persuasive appeals, disposition, style, and delivery. Chapter six analyzes Watts's hymns by looking at factors that created a need for them, examining Watts's purpose, imagery, use of language, use of argumentation, reception his hymns received, and, finally, evaluating the significance of the hymns. Chapter seven analyzes Watts's psalm paraphrases in terms of the English tradition in Psalmody from which they arose, Watts's goals, his attempt to modernize and Christianize the Psalms of David, Watts's use of language and imagery, his organization, and lastly, their importance. The eighth and final chapter evaluates the significance of Isaac Watts's contribution through hymns, psalms, and sermons. It reviews critical reactions to Watts, examines his goals as a rhetor, looks at his credibility, the genre of the Religious Songs and Watts's contribution to that genre, examines the importance of his style and imagery, and finally, looks at the social-political influences of his work.

The results of the study showed that Watts's efforts in these three cases were reactions to needs he saw in his age. His success was due in large part to striking and effective use of imagery, ability to adapt his style to his subject matter, and accurate analysis of the audience for whom these works were intended. In addition, Watts's style influenced later poets such as Blake and preachers such as Johnathan Edwards. Watts left his mark upon the genre of the English hymn, the Great Awakening, and the development of gothic literature.

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